

### Remarks

Applicants respectfully request reconsideration of the present U.S. Patent application in light of the remarks in this paper. Claims 4 and 26 have been objected to because of informalities and Claims 1-27 have been rejected. No claims have been amended, cancelled or added. Thus, claims 1-27 are pending.

#### PAGE FORMATTING

Applicants have adjusted the top margin to more clearly delineate the header from the claim language and apologize for inconveniencing Examiner, especially with regard to Claims 4 and 26. Applicants have included a complete listing of the claims herein using the updated formatting.

#### REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1-27 stand rejected under 35 U.S.C. §102(e) as being anticipated by Megiddo, et al. ("Megiddo", US# 6,892,181). In paragraph 6, the Office Action states:

As per independent claim 1, Megiddo discloses a method to view information comprising:

ordering a list of information content segments that have previously appeared on a web page including dynamically changing information content segments (Column 4 lines 12-20), wherein said web page is displayed in a first area of an information display (Figure 3b); and includes the information content segments that have previously appeared on the web page (Figure 3b, old ads); and displaying said list of information content segments to be viewed concurrently with said web page (Column 4 lines 16-20, Figure 3b)...

Claims 10,17,25 are individually similar in scope to claim 1 and are therefore rejected under similar rationale.

**(p. 3-4, Office Action – June 3, 2005)**

To anticipate a claim, the reference must teach every element of the claim.

"A claim is anticipated only if *each and every element* as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." *Verdegaal Bros. v. Union Oil Co. of California*, 814 F.2d 628, 631, 2 USPQ2d 1051, 1053 (Fed. Cir. 1987). "*The identical invention must be shown in as complete detail as is contained in the ... claim.*" *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989).

MPEP § 2131 (emphasis added)

Megiddo fails to disclose at least displaying dynamically changing information content segments that have previously appeared on a web page.

Claim 1 reads:

A method to view information comprising:  
displaying a first web page having dynamically changing information content segments;  
dynamically changing one or more of the information content segments;  
ordering a list of information content segments that have previously appeared on the web page wherein said web page is displayed in a first area of an information display and includes the information content segments that have previously appeared on the web page;  
and  
displaying said list of information content segments to be viewed concurrently with said web page.

Claims 10, 17, and 25 each disclose a similar limitation.

Thus Applicants claim display of information content segments that have previously appeared on the web page including dynamically changing information content segments. This may be useful, for example, when advertisements are randomly, dynamically provided via a web page and a user wishes to return to a previously viewed advertisement on the web page with dynamically changing information content. As of the time of the invention returning to a previously viewed web page did not necessarily provide the previously viewed advertisement.

Specifically, Meggido fails to teach “displaying a first web page having dynamically changing information content segments; dynamically changing one or more of the information content segments ... and displaying said ... information content segments [that have previously appeared on the web page],” limitations included in claim 1. In contrast, Megiddo teaches display of advertisements that have previously appeared on two distinct web pages, i.e., “an individual visits a first URL 1... [and in a subsequent step] ...the individual visits a second URL 2.” Megiddo further teaches the following:

The system therefore in step **310**, fetches one or more previous pages associated with (URL 1) from cache and proceeds in step **312** to compute the difference between the previously stored web page(s) (URL 1) and the new web page(s) (URL 2) in terms of their hyperlinks. In step **314**, the system displays one or more windows of ads, both from the old [URL 1] and new [URL 2] web pages.

Thus, Megiddo teaches a method of computing differences between two distinct URLs and concurrently displaying advertisements taken from the two distinct URLs, in contrast to displaying dynamically changing information content segments that have previously appeared on first webpage concurrently with the webpage. Thus, Applicants respectfully submit Megiddo does not anticipate Claim 1. Further, because Claims 10, 17, and 25 incorporate similar limitations, Applicants respectfully submit they are similarly distinguished from Megiddo.

Because Claims 2-4, 7, and 9 are dependent on claim 1; Claims 11-14, and 16 are dependent on claim 10; Claims 18-20, and 23 are dependent on Claim 17; and, Claims 26 and 27 are dependent on Claim 25; they incorporate the limitations of Claims 1, 10, 17, and 25, respectively and are thus distinguishable from Megiddo for at least the reasons set forth above with respect to Claims 1, 10, 17, and 25.

REJECTIONS UNDER 35 U.S.C. § 103

Claims 5, 6, 21, and 22 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Megiddo, et al. ("Megiddo", US# 6,892,181) in view of Rice ("Rice", US# 6486891). In paragraph 7, the Office Action recites

As per claim 5, which is dependent on claim 1, Megiddo fails to disclose a method wherein said information display is a projection of light on a surface. However Rice teaches a method wherein said information display is a projection of light on a surface (Column 4 lines 15-16). Therefore it would have been obvious to combine Megiddo's method with Rice's teaching. Motivation to so do would have been to allow the display of the information to display advertisements to an Internet user browsing the World Wide Web.

As per claim 6, which is dependent on claim 1, Dustin fails to disclose a method wherein said information display is comprised of electrically powered display elements. However, Rice teaches a method wherein said information display is comprised of electrically powered display elements (Column 4 lines 17-20). Therefore it would have been obvious to combine Dustin's method with Rice's teaching. Motivation to so do would have been to allow the display of the information to display advertisements to an Internet user browsing the World Wide Web.

Claim 21 is similar in scope to claim 5 and is therefore rejected under similar rationale. Claim 22 is similar in scope to claim 6 and is therefore rejected under similar rationale.

**(p. 5-6, Office Action 6/3/2005).**

Applicants respectfully submit that Claim 5 is not obvious in view of Megiddo and Rice because being dependent on Claim 1, Claim 5 incorporates the limitations of Claim 1. Megiddo teaches a method of computing differences between two distinct URLs and displaying one or more windows of ads from the two distinct URLs in contrast to Claim 1, which discloses display of dynamically changing information content segments that have previously appeared on a web page concurrently with the web page. Thus, the present invention differs materially from the method of Megiddo and any

combination of Megiddo's method with the teaching of Rice lacks at least "displaying a first web page having dynamically changing information content segments; dynamically changing one or more of the information content segments ... and displaying said ... information content segments [that have previously appeared on the web page]," limitations included in claim 1. Therefore, Applicants respectfully submit claim 5 is not rendered obvious by Megiddo, in light of Rice.

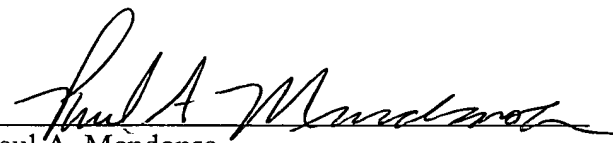
Because Claim 6 incorporates the limitations of Claim 1, Applicants submit Claim 6 is not rendered obvious by Megiddo for reasons similar to those above in support of Claim 5. Further, Claims 21 and 22 recite limitations similar to claims 5 and 6, respectively, and thus, Applicants submit, are not rendered obvious by Megiddo under similar rationale.

### Conclusion

For at least the foregoing reasons, Applicants submit that the Examiner's rejections have been traversed. Therefore, claims 1-27 are in condition for allowance and such action is earnestly solicited. The Examiner is respectfully requested to contact the undersigned by telephone if such contact would further the examination of the present application. Please charge any shortages and credit any overcharges to our Deposit Account number 02-2666.

Respectfully submitted,  
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Date: Aug 3, 2005

  
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